

ORDER



Orders
Order / Rev: 719941
Alt Order #: 06361342
Product Desc: WOMEN SPEAK OUT PAC
Estimate: 259
Flight Dates: 10/03/12 - 10/08/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Design 4 Marketing Communications/
Buying Contact:
Billing Contact:
 105 N Collins St
 Plant City, FL 33563

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Women Speak Out Pac
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	4	\$20,900.00	\$17,765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$20,900.00	\$17,765.00	0.00
Totals	4	\$20,900.00	\$17,765.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/03/12	10/03/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$5,000.00		0.00			
E 2	WKYC	10/04/12	10/04/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$3,800.00		0.00			
E 3	WKYC	10/07/12	10/07/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	1:00	1	\$7,600.00	P-2	0.00	NM	1	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$7,600.00		0.00			
E 4	WKYC	10/08/12	10/08/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$4,500.00		0.00			
													Totals	4	\$20,900.00